

## ORDER



**KSNV**

Orders	Order / Rev:	106413
	Alt Order #:	06850947
	Product Desc:	HELLER FOR SENATE
	Estlimate:	
	Flight Dates:	09/12/12 - 09/18/12
	Orginal Date / Rev:	09/10/12 / 09/10/12
	Order Type:	GENERAL

Primary AE:  
Sales Office:  
Sales Region:

Agency	Name:	<u>Strategic Media Services, Inc.</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<hr/>
		<u>3299 K St. NW</u>
		<hr/>
		<u>Washington, DC 20007</u>

Billing Type:  
Billing Calendar:  
Billing Cycle:  
Agency Commission

Advertiser	Name:	Heller, Dean for U.S. Senate
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru:  
Order Separation:  
Advertiser External ID:  
Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	26	\$18,800.00	\$15,980.00

### Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	26	\$18,800.00	\$15,980.00	0.00

### Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	29%	\$18,800.00
Market	100%	\$64,827.59

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	22%	\$14,262.07
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$11,020.69
KTUD	0%	\$0.00
KVVU	26%	\$16,855.17
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	6%	\$3,889.66

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 Flight Dates: 09/12/12 - 09/18/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 1	KSNV	09/13/12	09/13/12	M-F Today Show II	3rd HOM	9-10a	---T---	:30	1	\$200.002	0.00	NM		1	\$200.00											
M-F Today Show II																										
TODAY SHOW II																										
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E 2	KSNV	09/17/12	09/17/12	M-F Today Show II	3rd HOM	9-10a	M-----	:30	1	\$200.002	0.00	NM		1	\$200.00											
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E 3	KSNV	09/12/12	09/14/12	Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$200.002	0.00	NM		3	\$600.00											
RACHEL RAY																										
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E 4	KSNV	09/12/12	09/14/12	The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$100.003	0.00	NM		3	\$300.00											
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E 5	KSNV	09/17/12	09/18/12	The Agenda 1230pm	CM	1230-1p	MT-----	:30	2	\$100.003	0.00	NM		2	\$200.00											
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E 6	KSNV	09/12/12	09/14/12	Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$200.003	0.00	NM		3	\$600.00											
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E 7	KSNV	09/17/12	09/18/12	Days of our Lives	CM	1258p-2pm	MT-----	:30	2	\$200.003	0.00	NM		2	\$400.00											
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E 8	KSNV	09/12/12	09/14/12	M-F News 3 at Eleven	CM	11pm-1135pm	--W-F--	:30	2	\$750.002	0.00	NM		2	\$1,500.00											
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E 9	KSNV	09/18/12	09/18/12	M-F News 3 at Eleven	CM	11pm-1135pm	-T-----	:30	1	\$750.002	0.00	NM		1	\$750.00											
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E 10	KSNV	09/12/12	09/14/12	The Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$250.002	0.00	NM		3	\$750.00											
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E 11	KSNV	09/17/12	09/18/12	The Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$250.002	0.00	NM		2	\$500.00											
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Week: 09/17/12	09/23/12	MT-----	2	\$250.00	0.00																					
E 12	KSNV	09/17/12	09/17/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$2,400.002	0.00	NM		1	\$2,400.00											
Monday Prime 8-10pm																										
THE VOICE																										
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Week: 09/17/12	09/23/12	M-----	1	\$2,400.00	0.00																					
E 13	KSNV	09/18/12	09/18/12		CM	8-9pm	-T-----	:30	1	\$2,400.002	0.00	NM		1	\$2,400.00											

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				Tues PR 8-9p												
Tuesday Prime 8-9pm																
THE VOICE																
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Week: 09/17/12	09/23/12	-T-----		1	\$2,400.00	0.00										
E 14	KSNV	09/16/12	09/16/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM		1	\$8,000.00
NFL Football																
SUN NIGHT FTBL																
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating									
Week: 09/10/12	09/16/12	-----S		1	\$8,000.00	0.00										
Totals															26	\$18,800.00